

Media Development Process for Small Projects

General phases of development for smaller interpretive media projects accomplished primarily at the park level. Projects may include site bulletins, exhibits, wayside exhibits, or audiovisual programs.

1 - Define Need and Scope

- State needs, outcomes, expectations
- Integrate with park planning (LRIP, GPRA, etc.)
- · Consider constraints on project
- Develop interpretive overview
- Select appropriate medium

7 - Complete and Sustain Project

- Evaluate completed work
- Plan maintenance or reprinting procedures
- File project documentation/rehab materials
- Report project in Media Inventory Database System (MIDS)

2 - Consult on Media Strategy

- Who-Consider project team options
- How-Consider project processes
- When-Review schedule options
- What-Consider project resources \$\$\$- Review funding options

6 - Produce Project

- Prepare and award production/printing contract
- Deliver production-ready files to contractor
- Conduct production reviews and inspections
- Install/deliver finished product

The Media Wheel

3 - Prepare Cost Estimates and Acquire Funding

- Prepare cost estimate
- · Consult with park budget staff
- Secure funding source
- Identify project account

5 - Complete Planning and Design

- Write labels, text, or script
- Prepare final plan documents/drawings
 Conduct authoritative review of content, text, and layouts
 Prepare final production estimates
- Meet legal/policy requirements
- Do formative evaluation

4 - Begin Planning and Design

- Define project plan and rolesInitiate research
- Do front end evaluation
- Use Interpretive Process Model
- Draft interpretive objectives
- Prepare proposal, storyline, or treatment
 Begin acquiring graphics, resource materials
- Develop conceptual design/layout
- Review ongoing planning/design work